



ASSOCIATION OF  
CONVENTION &  
VISITORS BUREAUS

## Business Session

February 24, 2015

Rainwater Conference Center, Valdosta, GA



# Welcome

Monica Smith,  
Macon-Bibb County CVB  
President



# 2015 Officers

Vice President – Jay Markwalter, Augusta CVB

Secretary-Treasurer – Brett Huske, Dalton CVB

Past President – Jane Sowell, Milledgeville-Baldwin County CVB



# 2015 At-Large Directors

Rashelle Beasley, Albany CVB

Katie Bishop, CVB of Dunwoody

Tyra Howard, Valdosta CVB

Scott McQuade, Golden Isles CVB

Rebecca McWilliam, Dublin CVB

Angie Singletary, Americus CVB

Cookie Smoak, Meigs College Park

Elizabeth Vance, Thomson-McDuffie County CVB



# Outgoing President

Jane Sowell, Milledgeville-Baldwin County CVB



# Outgoing Board Members

Peter Bowden, Columbus CVB

Joe Marinelli, Visit Savannah



# Minutes & Treasurer's Report

Brett Huske, Secretary-Treasurer



# Profit and Loss Statement

2014

Income	\$124,307.28
Expenses	116,665.24
	<hr/>
Net Income	\$ 7,642.04
	<hr/> <hr/>





# Balance Sheet

As of December 31, 2014

Checking Account	\$ 2,398.69
Money Market Account	45,340.01
Certificate of Deposit	20,130.61
Accounts Receivable	16,879.75
Total Current Assets	<u>\$84,749.06</u>



# Profit and Loss Statement

January 2015

Income	\$ 6,176.05
Expenses	10,907.23
Net Income	<u>\$-4,731.18</u>



# Balance Sheet

As of January 31, 2015

Checking Account	\$17,977.44
Money Market Account	40,341.06
Certificate of Deposit	20,130.61
Accounts Receivable	1,600.00
Total Current Assets	<u>\$80,049.11</u>



# 2015 Committees

## Advocacy

**Public Policy**, Joe Marinelli, Chairman  
Barry White, Vice Chairman

## Education

**Conference Oversight**, Kevin Langston, Chairman

**Content**, Jay Markwalter, Chairman

**Scholarship**, Rashelle Beasley, Chairman

**Benchmarks of Excellence**, Peter Bowden, Chairman

## Leadership

**Executive**, Monica Smith, Chairman

**Membership**, Elizabeth Vance, Chairman

**Nominating**, Jane Sowell, Chairman



# Public Policy Update

## Committee Activity:

- Developed “push cards” outlining GACVB’s priorities & policies
- Developed Legislative Update Emails twice monthly during session
- Formal request to Governor Deal to increase funding for statewide tourism marketing
- Building stronger relationships with other state organizations – GHLA, GRA, and the Georgia Chamber of Commerce
- ED becoming active with Southeast Tourism Society’s Policy Council and U.S. Travel’s State Travel Action Network



# Public Policy Update

## Committee Activity:

- Provided legislative resources - Tourism Day Toolkit - for Tourism, Hospitality & Arts Day at the Capitol
- Helped grow attendance at Tourism, Hospitality & Arts Day at the Capitol by communicating details to membership
- Personal visit to Bart Gobeil, Governor's Chief Operating Officer, to thank him for increased funding considerations in budget



# Public Policy Update

## Ongoing Monitoring of Pending Legislation:

- Budget Process
- SB 129 – Ga Religious Freedom Restoration Act
- SB 63 – Beer Brewing and Selling
- HB 260 – International Driver's Permit



# Membership Update

GACVB currently provides:

- Engaging session content at our conferences
- Great networking opportunities within the CVB community
- A voice for issues of importance to the Georgia General Assembly
- Representation among other industry organizations
- Opportunities for professional development in leadership roles
- Benchmark of Excellence Certification Program
- Leadership Excellence Certification Program
- Scholarships to STS Marketing College and the Governor's Tourism Conference
- The annual printed association directory
- Free directory advertisements for Corporate members





# Membership Update

## New Member Benefits:

- All staff are now members – no extra charge
- One dues invoice – includes all assessments – no more 2x billing
- Full Resource Library
- Live membership directory
- Corporate members - logo ads on website
- Enhanced Scholarship Program
- RFP Submission & Distribution Process
- Job Posting in new Career Center
- Free access to GEA's HR Hot Line



# Save the Date



# TOURISM TRENDING

**Governor's Tourism Conference**

Savannah & Tybee Island | Aug. 30 - Sep. 2, 2015



# New Business

2016 & 2017 Winter Meeting

2016 & 2017 Governor's Tourism Conference

– now accepting bids through March 27th

Other New Business

Adjourn

